



Sales & Marketing: Selling and Sources of Business

Note: This is a portion of the detail of the Sales & Marketing 'Sub-Page', the 1st of 11 sub-pages

		N/A	Weak	Avg	Strong	Add to 90-Day Plan	Add to One-Year Plan
1	Customer 1st Impression of Your Facility						
	Overall Impression from street						
	Signage						
	General Appearance of Building						
	Clear wide entrance						
380	Appearance of Parking Area						
	Parking places available						
	Parking places well marked						
	Estimating area marked						
	Appearance of Reception Area						
	Clean						
	Comfortable						
2	Customer 1st Impression of Employees						
	Telephone Answering & Handling						
	Prompt						
	Strong & Courteous Greeting						
	Consistent greeting by all						
	Back-up answering responsibility						
	Customer Service Representatives						
	Consistently courteous						
	Consistently Professional						
	Consistently Customer Focused						
	Impression of sales representatives						
	Consistently Courteous						
	Consistently Professional						
	Consistently Customer Focused						
3	2nd Impressions						
	Reception Area: Info on Display						
	Steps in the Repair Process						
	Refinish Warranty						
	Employee Training Certifications						
	Photos / Testimonials						
	Production Area						
	Neat & Clean 100% of time						
	Employees in Uniforms						

FIG - 7



Sales & Marketing: Selling and Sources of Business

Note: This is the same portion of the detail of the Sales & Marketing 'Sub-Page', completed

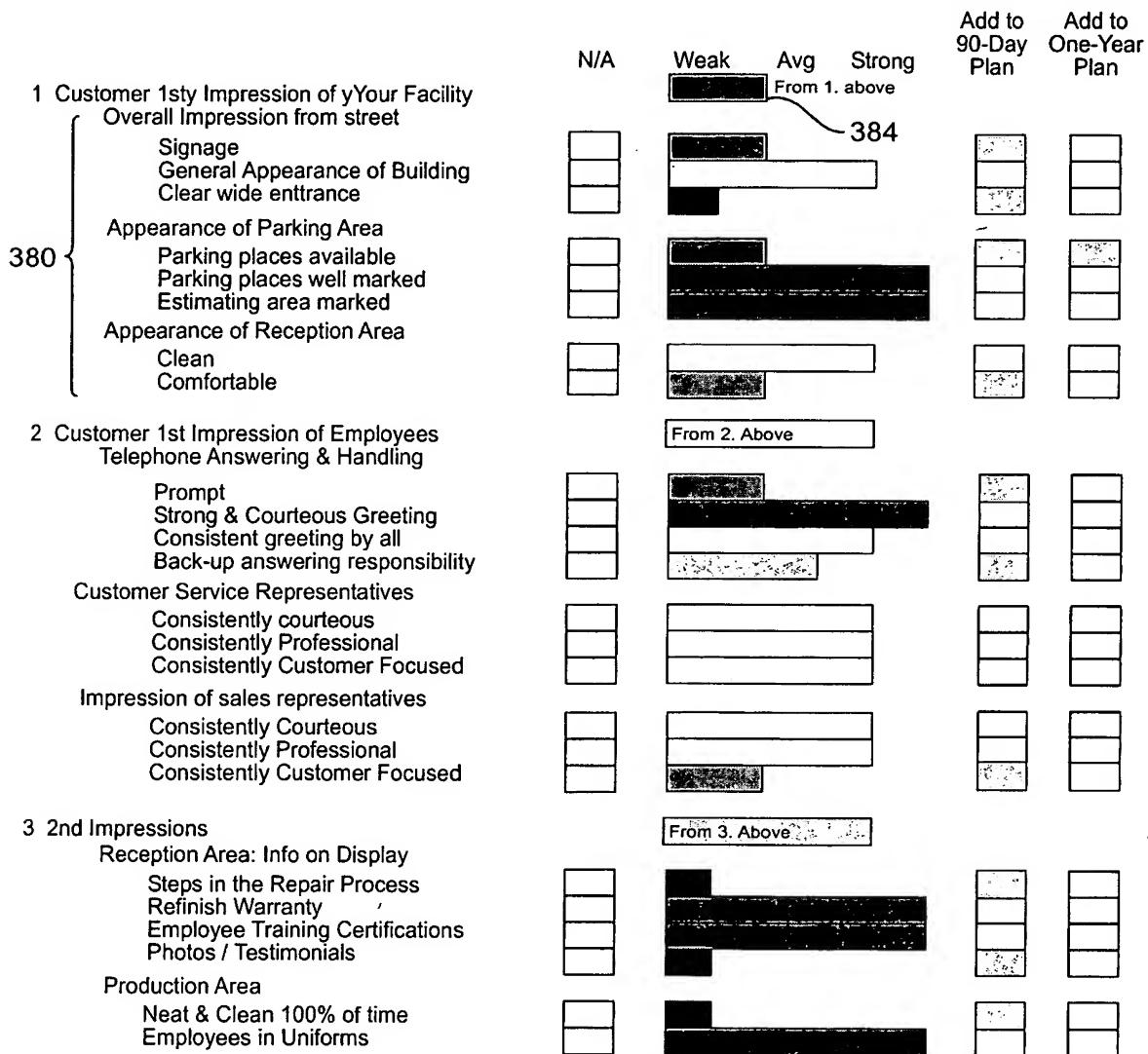


FIG - 8



Sales & Marketing: Selling and Sources of Business

Note: This is the same Sales & Marketing 'Sub-Page', as it might appear completed

N/A	Weak	Avg	Strong
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- 1 Customer 1st Impression of Your Facility [Checklist and Action Planner](#) [Link to Detail Below](#) 384
- 2 Customer 1st Impression of Your Employees [Checklist and Action Planner](#) [Link to Detail Below](#)
- 3 2nd Impressions [Checklist and Action Planner](#) [Link to Detail Below](#)
- 4 Sales Close % on Estimates Written [Checklist and Action Planner](#) [Link to Detail Below](#)
- 5 Maximizing Repeat & Customer Referrals [Checklist and Action Planner](#) [Link to Detail Below](#)
- 6 Maximizing Insurance DRP Business [Cycle Time Performance \(CTP\)](#) [Link to Unique Cycle Time Measurement Tools](#) [Checklist and Action Planner](#) [Link to Detail Below](#)
- 7 Maximizing Employee Referrals [Checklist and Action Planner](#) [Link to Detail Below](#)
- 8 Maximizing Dealership & Fleet Referrals [Checklist and Action Planner](#) [Link to Detail Below](#)
- 9 Maximizing 'Exposure' of Location [Checklist and Action Planner](#) [Link to Detail Below](#)
- 10 Advertising & Marketing Promotion [Checklist and Action Planner](#) [Link to Detail Below](#)
- 11 Yellow Pages & Directories [Checklist and Action Planner](#) [Link to Detail Below](#)

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